

## Message Text

UNCLASSIFIED

PAGE 01 JIDDA 03404 102118Z

ACTION COME-00

INFO OCT-01 NEA-11 ISO-00 EB-08 /020 W  
-----064039 102129Z /73/70

R 061255Z MAY 78  
FM AMEMBASSY JIDDA  
TO SECSTATE WASHDC 1973  
INFO USLO RIYADH  
AMCONSUL DHAHRAN

UNCLAS JIDDA 3404

C O R R E C T E D C O P Y (REFERENCE A)

E.O. 11652: N/A  
TAGS: BEXP, BTRA, SA  
SUBJ: POSSIBLE SAUDI BUYING MISSION TO U.S.

REF: (A) STATE 111528 (B) RIYADH 288

E.O. 11652: N/A  
TAGS: BEXP, BTRA, SA  
SUBJ: POSSIBLE SAUDI BUYING MISSION TO U.S.

REF: (A) STATE 111523, (B) RIYADH 288

1. DURING DISCUSSIONS WITH DEPUTY MINISTER OF COMMERCE YUSUF AL HAMDAN IN JUNE 1977 COMMERCIAL COUNSELOR TOOK UP QUESTION OF REVERSE MISSION TO U.S. AS A CONSEQUENCE, EMBASSY ADDRESSED NOTE TO MINISTRY OF FOREIGN AFFAIRS SUGGESTING REVERSE MISSIONS WHICH HAMDAN SAID HE'D SUPPORT. EMBASSY HAS YET TO RECEIVE REPLY.

2. AT THE TIME HAMDAN STATED THAT SAG WOULD PICK UP TRAVEL COSTS FOR SAUDI BUSINESSMEN'S VISIT AND WAS ANXIOUS TO HAVE MISSIONS TRAVEL TO U.S. TO PRESENT SAUDI TRADE OPPS TO AMERICAN FIRMS.

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3. APPARENTLY SAG HAS HAD SAME PROBLEMS THAT EMBASSY HAS HAD IN TRYING GENERATE BUYING MISSION TO U.S. FOR FOREIGN BUYER PROGRAM. SAUDI BUSINESSMEN DO NOT LIKE TO TRAVEL IN GROUPS WITH POTENTIAL COMPETITORS. THEY WANT THEIR BUSINESS DEALINGS KEPT SECRET. SECONDLY, BUSINESSMEN WITH SINGLE PRODUCT LINE OR AREAS ARE EVEN HARDER TO GET TOGETHER FOR A

TRIP BECAUSE COMPETITIVE ASPECT IS STRONGER.

4. OUR SOLUTION PROPOSED TO JIDDA CHAMBER OF COMMERCE PRESIDENT WAS TO HAVE U.S. GROUP, CHAMBER OF COMMERCE OR AN INDUSTRY ASSOCIATION SEND INVITATION TO SAUDIS TO SEND DELEGATION AND THEN COORDINATE WITH MINCOM TO ARRANGE AND PICK-UP TRAVEL TAB.

5. IT SHOULD BE RECOGNIZED THAT HAMDAN AND OFFICIALS OF OTHER MINISTRIES ARE FOCUSING ON GENERATING GOOD WILL TOWARDS SAUDIS. IN ANY CASE WE SUPPORT CONCEPT AND WOULD LIKE NOTHING BETTER THAN TO GET SAUDI BUSINESSMEN TO THE U.S. ON BUYING VISITS AND WILL AGAIN WITH HAMDAN.  
WILEY

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NNN

## Message Attributes

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**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
**Draft Date:** 06 may 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Reference:** 78 STATE 111528, 78 RIYADH 288, 78 STATE 111523  
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**To:** STATE  
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**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
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**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014